

BOOK PROPOSALS FOR ROBIN

BOOK 61060215 FOR 15000

Ph. in letter

INCLUDE RPH

ALL THESE ~~THESE~~ OUTLINES ARE NOBATH

Comen-rely: ~~COMPTON~~ NOW/

The art of the Gypsy Saree

This is of. to read.

Did I know you would have one

with phase cells

or with fader projects

robin: RPW (proposed for Replace the Project Word) list

(finished?)

robin: RPW 45 → 46

Ted Nelson
8916 Datapoint Drive,
Apartment 501
San Antonio TX 78229

512/696-9585

Proposal for Book:

REPLACING THE PRINTED WORD

Audience: computer and word processing professionals, publishing and library professionals, academics and literati, Nelson fans.

Style: anthology of articles in a variety of styles, some being very elegantly written and some informal with sketches; some advertising pieces, and one comic strip.

Package: Either entirely photoreproduced at 8 1/2 x 11 (not so classy), or uniformly re-typeset except for graphics and laid out in a smaller size (classier but more expensive).

This is the anthology of my principal writings on hypertext and the Xanadu system. It is thus a companion book to Literary Machines.

The book consists of about twenty-five articles, originally gathered in 1977 under the title Selected Papers, but now capped with a showcase piece, "Replacing the Printed

Word"-- my invited speech for the World Computer Conference in Tokyo and Melbourne, 1980. It comes first in the book.

The pieces will be more or less in reverse chronological order, beginning with my more recent pieces and working back to the mid-sixties, so the reader can better understand the development of the hypertext and Xanadu conceptions.

An afterword will chart the history of some main technical concepts.

(REF) 28 Apr 83

Ted Nelson
8916 Datapoint Drive,
Apartment 501
San Antonio TX 78229

512/696-9585

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hypertext and the Xanadu system. It will begin with my more
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reader can better understand the development of the
hypertext and Xanadu conceptions.

robin: 2 FRONT 1st

TWO COMPUTER FRONTIERS: Graphics and Networking

This book is already written. (The title is a small homage to Stuart Brand's Two Cybernetic Frontiers.)

It consists of my two long pieces for Creative Computing, which appeared in 1981 and 1982. Both pieces are good, clear reporting, a combination of you-are-there atmosphere and technical explanation. *introduction for the beginner.*

Each is a long, personal report on a particular conference I went to, but uses the conference as a starting point for explaining the fundamental concepts of its field. Each has been highly praised as an excellent and lively introduction to its subject, though with regret that they appeared in a magazine where they were not likely to be seen by serious readers.

SMOOTHERS OF THE LOST ARC describes the 1981 SIGGRAPH conference-- the annual Computer Graphics wingding-- in rollicking terms, including the personalities, the atmosphere, the excitement, the new developments. It includes a directory of products and a glossary. It should be accompanied by color pictures.

THE MAGICIANS, THE SNARK AND THE CAMEL describes a conference on networking and electronic mail held under

Congressional auspices in 1981. As the conference progressed, a major political issue became clear; the Post Office wanted "control over electronic mail," even though it is not clear to most researchers, let alone the Post Office, what electronic mail is. (This was the Snark everybody was to be hunting without agreeing on what it was.)

Many of the speakers turned out to be speaking for or against the Post Office's proposal, which was going to go into limited operation, against a lot of people's better judgment. (This was the "Camel" that one lawyer asserted had gotten its nose under the tent.) Humorous quotations from various speakers made it clear why this would never fly. (Postscript: it's a big flop, just as the article hinted it would be.)

Finally, the Magicians-- the computer guys who really had ideas to tell us about-- showed what "electronic mail and messaging" might really become. But in the bureaucratic jostling of the conference, not many were listening.

(This piece also includes a glossary and various diagrams.)

I own reprint rights to both pieces. Rather than try to "update" these pieces, each of which exactly described a particular historical moment, they should be left as they

are (with a few minor corrections). Otherwise we are just updating them to another historical moment, equally fleeting but not very different. (I went to the 1982 SIGGRAPH with the intention of covering it for the same magazine, but the event was so nearly identical, down to the faces and parties, that there was no point.)

TWO COMPUTER FRONTIERS: Graphics and Networking

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to start Brent's Two Computer Frontiers

the title is a small hack

[A]

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—The 2nd Computer Graphics Workshop—

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CJ
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B

C

robin: HISTPC hst

note: HISTPC A→d2

personalities. CPM. Egar. Hobbyists. Hobbyists' wives.

PERSONAL COMPUTING: THE FIRST TEN YEARS

A history

~~WORKING COMPUTING BEFORE 1975.~~ *Re smaller machines. DEC, DG, Dpt; terminal after.*

Precursors: people like Mooers, Kagan, Knowlton

The Bay and Boston Clubs

Announcement and Explosion: the Altair, December 1974

The Altair Year; the World Altair Computer Conference

The Hardware Garrets

The Software Garrets

Sphere, SWTPC, The Digital Group

Processor Tech, Imsai and Cromemco

Ohio Scientific

PC76: a diiding line

WCCF

The Magazines

The Apple, and how it was different

The Apple Strategy

IBM's project-that-failed

The S-100 standard vs the Apple Standard

Better buses, bigger chips

Disappearance of the Hobbyists

The Game-Program Explosion (Adventure & Arcade schools

The modems

The Kids

"Networking"-- the Source, EIES

The small-business pressure

Consolidations

The IBM PC

The Sinclair

A New Wave of Magazines

Courses, camps

Comdex Fall 82: a dividing line; "It's not fun anymore"

Awaiting Unix and Smalltalk

HOW THE WORLD LOOKED TO WHOM: who had what visions

WHY THEY SUCCEEDED AND FAILED

HISTORY YET TO COME

robyn: APPLE Lrt

THE APPLE STORY

a no-holds-barred journalistic history, focussing on the interplay of personalities and technical ideas-- rather like The Soul of a New Machine.

The Bay Area in computers and electronics

The Bay Area Computer Society

Profile: WOZ

Profile: JOBS

focus on key individuals, incl. some who left

the "Apple Strategy"-- encouraging satellite companies doing both hardware and software; carefully cultivating the ones considered best

accusations of ruthlessness in treatment of dealers

WHAT THE APPLE HAD

many technical people still don't get it

6502, debugger, sweet16, lores, hires, shape table language, cassette interface

Comparison with the Sol and Ohio Scientific Challenger (the two comparable machines that didn't make it)

The Apple III: not quite a fiasco

MARKETING: what Jobs did; what Regis McKenna did

The Lisa

"Apple Invented the Personal Computer"-- many would disagree, but it's a great slogan

robin: LISAMGE list

robin : UNIVERSE LST

von: JESIGREN Lt

robin: DESIGNER ~~d9~~ **d10**

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Proposal for Book: THE DESIGNER OF INTERACTIVE SYSTEMS
(A Sequel to The Art of the Computer Screen.)

This book is about a new kind of artist and his new art (and occupation): designing interactive systems-- what the user sees on a computer screen, how he manipulates it, and what it does in response. In all our computer screenworlds, now and future-- video games, word processing, sex machines of the 1990s, instructional systems, interactive systems we'll meet in every occupation-- the designer's work will be crucial.

Yet this role has not yet been recognized or appreciated. Why? (1) the technical guys think this interactive design is their prerogative, the icing on the cake they enjoy most. What's more, the engineer thinks it's engineering, the programmer thinks it's programming. (Not to mention every kid with a new Apple **✓**) But most technical people have negative qualifications. **, who must be hours low ~~to do it~~ to do it.** (Example: programmers,

thinking that "Insert" and "Delete" are opposites, tend to make them far too much alike.) (2) Every particular field sees only its own problems, so that few have seen the principles their interactive systems all have in common-- "bookkeeping systems" and "word processing systems" and "automobile parts design systems" don't seem to be alike-- except that they're all interactive systems, and they have to be fast and comfortable and self-revealing, and used for years on end.

MOVIE DIRECTOR,

ARCHITECT,

WRITER,

GAME DESIGNER (playability),

GRAPHIC ARTIST

Closest is movie director

Analogy to movie-making

(Comparable to the movie director-- at first they thought cameramen should direct; now they think programmers should design)

The computer-language tradition

Video-game school: the other extreme: simplicity, vividness

SOME NOTABLE DESIGNERS AND THEIR IDEAS

THE FIRST GENERATION: Knowlton, Kay, Noll, ~~Ebart~~, *Engelbart*,
Sutherland, Nelson (myself)

THE SECOND GENERATION: Baecker, Culler, Buxton; *the PARC collaborators
and its followers.*

THE CURRENT GENERATION:

Video-game designers

Aaron Marcus, Mark Miller, Stuart Greene

The Couch - Testerman (who did Lisa)

~~Apple's guy who did Lisa (John Couch? Larry Tesler?)~~

Virt: CONCEPT. STRUX & FEEL

Movie, automobile, fishhook

THEY DON'T TEACH THIS IN COMPUTER SCIENCE

POSSIBLE ROLE OF THE FILM SCHOOL

POSSIBLE ROLE OF THE ART SCHOOL

ACTUAL PROCESSES OF DESIGNING A SYSTEM

Working out the Principles

"opposites"

simultaneous states

(-- what things must be done at the same time)

Principal Screenfaces

The Storyboard and the State Graph

PRELIMINARY IMPLEMENTATIONS

Reconciliations

A SYSTEM THAT "WORKS" IS ABOUT HALFWAY

Playability

Revision, Shallow and Deep; Remodularization

ORG INFIGHTING

Those who demand Features

WHAT THE DESIGNER MUST KNOW

Must understand technicalities

If we package the software this way...

What language? What modules? What interface conventions?

Tradeoffs of time and space

WORKING WITH PROGRAMMERS

Technical and social problems

They don't appreciate your role;

you have to prove yourself

Spending more time explaining than doing

The Disney tradition: group sessions to enact and re-enact

robin : CNW PRP2 hst

St 24 Mar 83

DCS

preoccupation with some of realt

~~the~~ (such as ~~work process~~
2 document being revised,
2 other part being involved)

has preoccupied it —

except in Video Games.

ST 24 Mar 83 26

Foolish hist. of comp)

CNW

Purp of comp is : ^{for all the good things that are humanistic;}

REVITALIZED HUMAN ENVIRONMENT

human productivity with
new & generated

PRESENTATION & STORAGE

STDS

All else has been
misunderstood & misperception

RATHER THAN ~~the idea that~~

= great progress toward this goal.

→ VIRTUALLY NOBODY UNDERSTOOD IT,
though now it stands as obvious.

~~CONFIDENTIAL~~

ST 10M-83 19

WZ, (CWA)?

The principal blindness
of the computer

CA to Robin
* a April

415/856-08682

'It's the event & termination,

3 mos. she suggests.

But my suggestion for 'The Apple Story' —

SHE'LL TALK TO JEFF RASKIN,

Apple retiree who made big bucks and retired.

She's also doing a book called APPLE VISIONS, for Bob Buelow,
negotiating it with Add-Wesley.

WOZ WRITING
FOREWORD.

~~CONFIDENTIAL~~

21 03-NOV-82

MS (GMS)

The General Parkers
of the computer

57230-08085
11/02-08085
198 ~ 2

It is not a...

2 was the subject

It is not a...

There are no...

The subject who...

There are also...

NO2 10-10-82

ST 7M 83 16

CNN

THE NEW ARTS

THE NEW MUSIC

THE NEW LITERATURE

Call to Jim Aubrey

10:30

(Sleepy girl, level, voice)

"Do you want my husband or my son?"

Ulp

↓

(Jim)

Hi etc

~

Yesh, he's busy during week,
but maybe we can do
something for aight —
he'll confirm.

dos

THE CHAIN OF RECORDS
('Get off the World,'
pass, etc.)

Traditions & freedom
esp. press

FW
← NW

'Transitional lots flow'

FW
← NW

8/8/83 11

CL?

< CNW

EVERYTHING IS BACKWARD

- ① 'You must start to be
world of the computer
instead of
'What world do we want?'

-
- ② ^A OLIGARCHIES OF COMPUTATION,
③ STORIES OF COMPUTATION,
STANDING IN WAY OF PROGRESS
④ COLTS OF COMPUTATION
AND THEIR CONFUSION.

"The moving storm
of computer progress
leaves any Apple puddle
in which seems
interesting life."

84 3M-87 18

can

The non-instant evil
at the 360

prob

A ^{second} ~~second~~ can to Alexander,

Call to
~~when~~
Aubrey

~~On for town.~~

On for town.

St 3 Mar 83 27

shall I go back to (in 1960 or so?)

WTT

STRAT

or:
STRATOR
STRATFOR
STRAT-STRUCION

Strategic Strutor.

Thus we have:

STRUCION

GENTOR

STRAT

< CNW

A ~~as~~ world of Refills

~ after overcommitments

8/4/83 9

Call to
Sch Mt. P.O.

~~We chuckle: S~~

201/852-4446

\$7 (We chuckle: We got a place etc.)
'It's beautiful, in low fifties.'

CNW

FARENHEIT

(the temperature of lakes
to melt oxide on disks?
Or melt floppies?)

ST 4M, 83

11

Adash
Ch seg

CAN

FAHRENHEIT ~ 525 → ~~the~~ dispersal of words?
San. 12 dot?

THE FUTURE WILL NOT BE
LIKE THE PAST

50 to 200 years left on planet;
toxic & nuclear waste;
strong prob. of nuclear

~~IN~~

The Space-Homestead scenario

IN DEFENSE OF FREEDOM

Ch

< CNW

THE UNANIMOUS MYTH
COLLUSION

ON A MYTH

(Comps have a ~~new~~ -
learn it to be Tedious;
they know how to use it)

THE HUNGER

< CNW

(Air explosion;
so many buy to reform
their lives; it falls out)

St 4M83 17

JOURNALING
THE SECTS OF COMPUTERS
COMPUTER SECTS

< CWT

< CWT

AN UGLY HISTORY
THE SORRY HISTORY OF COMPUTERS

360

Comp Centers

~~# Redm Oligarchies, opposs Unifca~~

Comp Centers

Redm Oligarchies

Opposs Unifca

85 4 Mr 83 18

An Heroic Elite

< CNW

WHAT IS INTELLIGENCE?

Levels of & Are

< CNW

simplification of our lives

(Greater accuracy of records)

CLARIFICATION

~~# Unintended~~

, NOT COMPLICATIONS

→ multi-views
of our life, accounts,
records

An Intellectual Revolution

(we've tried (Political & Economic
Have been tried))

Conw

~~False~~

WHAT IS INTELLECT?

* Theodor Noller

* the 'back' story of RBA

* TRUE GENUINITY

— > sample dialogue?

→ Truth & profundity
d de etre foreaak

* What all the new Ours. - style
any prices are short

< CNW

INABILITY OF 'GNP'

— The Bullet Analogy

< CNW

Canaries & in

Safelectronic World?

— on Input-Output Chart?

8/4/83 22

EDUCATION →

~~BEAT~~

THE PURPOSE;

~~ENCOURAGE~~

← ONW

~~THE PURPOSE~~

THE HOPE

~~THE HOPE~~

FENX, 1964, SKXIX

THE GENERATION OF FIELDS FROM PIECES —

9 Ideology

9 FENX

9 music (L art, movies) —
where small pieces create world etc.)

9 ARTISTIC MOVEMENTS —
where ideologues fill in details

★ cl, Ideas

< CNW

'facts' act clear

Ideas ~~mutate~~ mutate

In our work they mutate
A cat - put into paste, work to keep fresh

~~cat~~
In word, they mutate
— func of Catership

Ideas drive by love, Reels based people

School = repugnance, rejection of =
indiv's, ideologies, style, culture etc.
requires punishment

GAJ

@ 1.1/9

\$ 10

G 8.99

~~M3336~~

M33362

< CNW

THE EVOLUTION
OF THOUGHT

[Am Hurdley coll postcard]

8th 5Mr 83 19

The ~~Key~~ of the Arcades

< CNW

What makes kids smart
is challenges and dialogue

None today —

TV is a Army
School is a mess

So little that has engaged their interest
and involved them

Now we give them action & involvement =

Computers
(broad
lt
specified
aspect
w/ subject)

ALL
OF
IDEAS
beginning
to be
delivered

Video
Games
(sap
intellectual
challenge)

< CNW

ST 6 M 83 2

CNW

THE MYTH CRACKS

(the ubiquitous myth of Technical Capabilities,
under control of Technocrats who know best, and then

THE SORRY HISTORY OF COMPUTERDOM

PIONEERS TURN TO OLIGARCHS

EVIL (360, corp etrs)
SUNRISE AND
~~THE~~ SCRAMBLE (personals & dialups)

SECTS OF THE COMPUTER WORLD
(COMPUTERDOM)

DREAMS OF A BAREFOOT ELITE

IDEAS

their org & evolution
enthusiasm
what is intellect?

THE STATELY PLEASURE DOME, (XU) ~~THE~~ THE SACRED RIVER

THE FUTURE WILL NOT BE LIKE THE PAST
The Time Left on Earth
Distributed Freedom
The Last High Hope

ST 6 Mr 83 5

DESIN+

(Go through my recent slides - OAC82,
~~OAC83~~, CDCCAT, OAC83.)

cl

<CNW

YOU, THE DEFENDER OF FREEDOM

(DT

Fidac's, 1-3:30.

4 HE HAS A LOT LESS UNDERSTANDING
OF HOW THINGS WORK
THAN I REALIZED.

But he does get some things.

I left him with exercises to do.

ST 6 Mr 83 15

THE DARK FORCES

< CNW

ASCENDING

KIRCH-HACAPERS

< CNW
< CLR

MVS #1 DONE, 1=30-2-

DR, MVS

★ Did LOOPS WITH HAN,
USING 'BCALC' TO FIND
SCREEN POSITIONS

'The screen is yours, I said, lesny-

88 7/83 9

ch.

< CNW

Predictions of Magic

Phenomenon
that they ~~do~~ do

addr

(not to be confused with addr)

FIRST FREEDOM CH.

< CNW

It shall ~~to~~^{be} no surprise

that those who have created our freedoms

~~shall~~ ~~be~~ in the capital world
would sooner have been

for poor twists
or silly people...

WFF

WFIELD

Wolens - field.

Maps, 40s

The Harper's of Atlantic at the time

The Norden's for book at TIME if 27

My conics

< CARW

R =

FISHING FOR FACTOIDS

ST 8 Mr 83 7

CMW

tomorrow's
have electronics
(externally controllable,
that perhaps is limited
id/of-proof ways)

are

Chick-Chick
and Pass

are it egg dies
den had
grow-up crays?

5/8 Mr 83 13

Strong passage - end?
(Rearranging)

< CNW

My proposals are called
crossed at redies.

But what would you have said in 1925
to someone who proposed to arm the nation
in preparation for the instantaneous
destruction of a rebel,
who proposed to pour perpetually poisonous
into all the groundwaters of our nation?

(No one proposed this, and yet
it happened.)

St 8 Mr 83

Root & shore

SPU

steep & road

THINGS

~~THINGS~~

IN ORN 10

FLD

Sete

DOS BN

UNIV

COMPATIBILITY

CMU
★

St 10 Mrs 3 22

THE NEW
~~THE~~ ~~NEW~~ LITERATURE

2NW

~~LITERATURE~~
~~UNIFORM LITERATURE?~~

WLT

KNOWLEDGE

CINEMA

~~CINEMA~~

~~MUSIC~~

MUSIC

St 8Mr83

BOAT & SHORE

SPU

STEEL & ROD

FLD

THINGS

~~IN~~

IN AIR IT

SECTOR

DOS BN

CNH
★

UNIVERSITY

COMPATIBILITY

8/9/83 13

JO5

Open at

Einstein quote =

'as simple as possible...'

we

Tired of

the sound of your own voice,
the feel of your own hand

< CNW

EXPLORATION

St 11 Mv85 5

Key on
STRUCTANGLES AND THEIR EXPRESSION

P

THE EXPRESSION OF STRUCTANGLES

Axiomatics

Principles

Incompleteness

Supercompleteness

SOFTNESS

MATH
FEELING WITH JOYSTICK

~~EST~~
CNW

The pull and thrust

of multidimensional space

Proposal:

WRE

THE ART OF THE COMPUTER SCREEN:
MANKIND'S NEW HOME
AND HOW TO FURNISH IT

or:

THE ART OF THE COMPUTER SCREEN:
HUMANITY'S NEW HOME

[from call to Scott Kim]

85 13 Apr 83 14

< VIRT

Designing the conceptual structure
is a blackboard job;

designing the feel
is a revision.

W

You can't make words meaningless,

as poets have found

to their inconvenience

85 13 M-83 15

Viper

1 GARDIAN

UPPER-MANAGEMENT

NOTION

'It has to look like
somebody's handiwork'

881

THE SPEECH

Many possible purposes
(2)

St 14 Mar 83 19

△OS

'Noun' ~~instances~~ instances
of a product

~~the~~ a product

versus
~~why~~

'verb' calls it it.

St 15 Mar 83

7

Des Jk

DICES runs w programmer /

How will ~~we~~ represent ~~it~~ ...

What does that do

& to hang?

Level (16hr)

Des Lt

SURFACE

~~time, screen~~
full space, ~~responses~~
1 responses,
audio [16hr]

Data structures

subroutine
(subroutine
main)

~~GENERAL~~ ✓ only sequences
GENERAL vna recursive vs other methods
one ;

[for notes, 18 Mr 83]

St ~~#15~~ 17 Mr 83 \$
35.

Alternative to 'the desktop metaphor' —

SCROLLS & LANDS

with Windows

&

CAs - Cradle ~~Connections~~
Connections.

VIRT

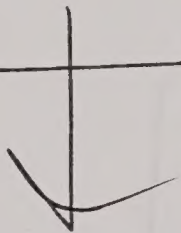
8/21/83 5

< CNW
BIB

John Wicklen
Electronic Nyltmore

< CNW

GWOW —
to Generalized Work & Workers



< XD,
CC

★ \$ This is generic
for X node ???

St 22-11-83 JJ

APC

APC for
sup
opt 1st)

1/2 D 7 | 59 | 3 | 6.1 0 0 0

1/2

LA

< CW

SOFT ENVIRONMENTS

robin: TOS (Theory of Software proposed) list

robin:TOS ~~dl~~ → d2

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Proposal for Book:

THEORY OF SOFTWARE (with Mark Miller)

There are many perspectives on software, and this is a new one.

This will be a short book, elegantly presented for the book the Hyl Software crowd and

Theory of Virtuality

Nelson's view of Virtuality: external performance,
conceptual structure & feel of a system

Miller's extension inward of these ideas:

Conceptual structure of the internals

Modularization

Interfaces

Granularity

Reconceptualization

Maintainability

"Structured programming" school-- IT ALWAYS WAS CONCEPTUAL
(Dijkstra variation had to do with PROVING)

What structures are easiest to work with, most maintainable
has been a matter of wide debate-- Dijkstra purists, etc.

Cleanliness and exceptionlessness

REMODULARIZATION

"Every time you redo a thing, it gets smaller."

THE DREAM OF A UNIFORM ENVIRONMENT--

no scale effects; "fractal"

Examples:

classical virtual memory

LISP

Smalltalk

CENTRAL POSITION OF SMALLTALK:

may be reconfigured, reconceptualized in more ways and more
cleanly than any other language

Theory of Soft Principle:

reworking conceptual structure;

theoretical dimensions of conceptual revision

rdm = ~~AC~~SEQ

Proposal for Sequels to The Art of the Computer Screen.

↓
(~~the~~ titles of rdm: ARTSCREEN)

robin:ACSSEQ ~~49~~→410

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Proposal for Books:

SEQUELS TO THE ART OF THE COMPUTER SCREEN

Presently the books listed below are only titles, except for the first, which is proposed in detail separately. However, more detailed plans for the others will emerge as part of the production of the first volume.

to robin:AROSSEN 111

← A]

THE DESIGNER OF INTERACTIVE SYSTEMS

THE NEW ART

THE INTERACTIVE WORLD AND HOW TO CREATE IT

INTERACTIVE WORLDS

SCREENWORLDS

WORLDS BEYOND THE COMPUTER SCREEN

TECHNIQUES OF INTERACTIVE SYSTEMS

STYLISTICS OF INTERACTIVE SYSTEMS

CLASSIC INTERACTIVE SYSTEMS

INTERACTIVE SYSTEMS: THE FIRST TWENTY-FIVE YEARS

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CLASSIC INTERACTIVE SYSTEMS

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WORLDS BEYOND THE COMPUTER SCREEN

SCREENWORLDS

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will serve as part of the production of the first volume.
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THE ~~THE~~ DESIGNER OF INTERACTIVE SYSTEMS (proposed separately)

SCREENWORLDS

WORLDS BEYOND THE COMPUTER SCREEN

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STYLISTICS OF INTERACTIVE SYSTEMS

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